

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----012184 031808Z /44

P 031737Z JUL 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC PRIORITY 7779

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FOR OIM/BELDEN

E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: LONDON IMC FY '79/'80 EVENTS SCHEDULE

REF: STATE 156934

1. FOLLOWING IS FY'79 AND FY'80 IMC PROMOTION SCHEDULE
PROPOSED ON BASIS OF POST REVIEW OF OIM PLANNED EVENTS
PER REFTTEL. NEAREST CONFLICTS IDENTIFIABLE TO DATE
SHOWN BRACKETED.

FY'79

2. JANUARY (MID): DATA COMMUNICATIONS (COMPUTER-RELATED).
TYPE: MAJOR OFFSITE SOLO. (COMPEC, LONDON, DEC. 5-7/
'78).

THEME IS PROVEN SUCCESSFUL, EASILY PROCURED STATESIDE
AND LOCALLY, PROGRESSIVELY GENERATES HIGHEST SALES/
ATTENDANCE FIGURES. US-SPONSORED COMPUTER "THEME AND
VARIATIONS" NOW FIRMLY ESTABLISHED AS ANNUAL EVENT FOR
JANUARY SLOT ALTERNATING WITH MINI/MICRO'S AND COMPUTERS
/PERIPHERALS. ASSUMING SUFFICIENT LEAD TIME FOR OIM,
RECRUITMENT TO BE JOINTLY OIM/IMC; IF NOT, BY IMC ONLY,
POSSIBLY AS MF-BSP.

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3. FEBRUARY: BSP'S.

4. MARCH: BSP'S

5. APRIL 23-27: IFSSEC - INT'L FIRE/SECURITY/SAFETY
EXHIBITION/CONFERENCE, LONDON, OLYMPIA. TYPE: TRADE

FAIR. (SCIENCE AND SECURITY, BRIGHTON, SEP. L2-L4/'78;
SECURITY '78, ESSEN, SEP. L2-L5/'78; MILITARY ELECTRONICS
DEFENSE, WIESBADEN, OCT. 4-6/'78.

SECURITY THEME TRIED AND TESTED; SUCCESSIVE LTC SHOWS
L973/75/77 EXCEPTIONALLY WELL SUPPORTED, WITH
SUBSTANTIAL RESULTS. IFSSEC ALSO INCREASED IN SCOPE,
SIZE AND FREQUENCY SINCE INCEPTION AS BIENNIAL HOTEL
EVENT IN L972. FOLLOWING INITIAL DISCUSSION WITH
ORGANIZER, INFO RE PARTICIPATION THIS SHOW TELEXED OIM
6/27/78.

6. MAY (LATE) OR JUNE (EARLY): ELECTRONIC COMPONENTS.
TYPE: IMC. (ELECTRONICA, MUNICH, NOV./'78; COMPOSANTS,
PARIS, APR./'79; INTERNEPCON, OCT./'79).

THIS TIME SLOT SEEN AS EXCELLENT OPPORTUNITY TO TAKE
ADVANTAGE OF A STILL-RISING OEM SYSTEMS MARKET FOR
PRODUCTS EXEMPLIFYING ADVANCED DESIGN AND
MANUFACTURING TECHNOLOGY, ESPECIALLY IN THE SEMI-
CONDUCTOR AND MICROPROCESSOR FITCRBU LAST TWO LTC
SHOWS THIS THEME (JAN. '75 AND NOV. '77) WERE RN
D
HIGHLY BY EXHIBITORS AND BUYERS, THE LATTER SHOW,
COMPELEX, CARRYING 74 EXHIBITORS THRU 33 PARTICIPANTS,
PROJECTING OVER \$4L MILLION SALES.
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TO ASSURE SUCCESSFUL LAUNCH OF NEW IMC AS EFFECTIVE
PROMOTIONAL FACILITY, INAUGURAL THEME MUST MEET ALL
ESSENTIAL AND OBVIOUS REQUIREMENTS. POST BELIEVES ALL
'SPECS' FULLY MET BY SELECTION OF ELECTRONIC COMPONENTS.
COMPOSANTS, NEAREST IN TIME FRAME, REGARDED AS MINOR
CONFLICT ONLY; THE PROSPECTIVE EXHIBITOR UNIVERSE BEING
MORE THAN ADEQUATE TO INSURE OVERSUBSCRIPTION.

7. JUNE (LATE): CATERINQ AND FAST FOODS EQUIPMENT.
TYPE: OFFSITE SOLO. (NATIONAL FOOD SERVICES, LONDON,
APRIL L8-2L/'79; IGAFA - INT'L HOTEL/CATERING EQPT.,
MUNICH, OCT. L9-24/'79; EQUIP'HOTEL - INT'L
HOTEL/CATERING EQPT., PARIS, OCT./'79;
HOTELYMPIA, LONDON, JAN. 23-30/'80).

THE UK MARKET FOR THESE PRODUCTS IS RECOGNIZED AS AN
AREA OF HIGH GROWTH POTENTIAL. ALTHOUGH ALREADY
PENETRATED BY MANY EXPORT-ORIENTED U.S. MANUFACTURERS,
THE LABOR-INTENSIVE SERVICE INDUSTRIES ARE STILL IN

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GREAT NEED OF SELECTIVE RANGE OF EQUIPMENT ACKNOWLEDGED
FOR RELIABILITY, TECHNICAL SUPERIORITY AND LABOR-
SAVING CAPABILITY. TIMINQ BELIEVED TO BE OPTIMUM:
SHOW WILL BE TWO YEARS AWAY FROM LAST LTC CATERING
EQUIPMENT SHOW (JUNE '77) WHICH ENDORSED THIS THEME AS
A VIRTUALLY PERMANENT PROFITMAKER.

8. JULY:BSP'S.
9. AUGUST: BSP'S.

L0. SEPTEMBER L8-2L: FILTECH - INT'L. FILTRATION/
SEPARATION/DUST CONTROL/AIR CLEANING EXHIBITION/
CONFERENCE, LONDON, OLYMPIA. TYPE: TRADE FAIR.
(ENVITEC, DUSSELDORF, FEB. '80).

RESEARCH FOR THE LTC ENVIRONMENTAL EXHIBIT (APRIL '78)
PLUS OUTSTANDING SHOW RESULTS POINTS UP THE EXTENT OF
THE BRITISH MARKET FOR INSTRUMENTS, EQUIPMENT AND
SERVICES FALLING WITHIN THE BROAD PRODUCT AREA OF AIR/
WATER/WASTE POLLUTION CONTROL, PROCESS FILTRATION AND
AND SEPARATION. WHILE NOT A LARGE TRADE FAIR, FILTECH
IS WELL SUPPORTED BY EXHIBITORS AND BUYERS AS A
BIENNIAL SHOWCASE WITH, UNDERSTANDABLY, GROWING
EMPHASIS BY THE ORGANIZER ON THE POLLUTION CONTROL
CONTENT OF THE SHOW.

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FY'80

LL. OCTOBER 23-NOVEMBER L: INT'L. BUSINESS SHOW
BIRMINGHAM, NEC. TYPE: TRADE FAIR. (SICOB; INT'L.
OFFICE EQPT., PARIS, SEP. 20-29/'79).

L2. NOVEMBER: BSP'S.

L3. DECEMBER 3-5: COMPEC - COMPUTERS/PERIPHERALS,
LONDON, OLYMPIA. TYPE: TRADE FAIR.

L4. JANUARY: AVIONICS. TYPE: IMC. (INT'L. AIR
SPACE SHOW, PARIS, JUNE/'79).

L5. FEBRUARY: BSP'S.

L6. MARCH L7-2L: PAKEX/BREWEX, BIRMINGHAM, NEC. TYPE:
TRADE FAIR.

L7. APRIL: BSP'S.

L8. MAY L9-23 (NOTE: DATES CHANGED FROM APRIL
L4-L8): HEVAC-INT'L. HEATING/VENTILATING/
AIR CONDITIONING, BIRMINGHAM, NEC, TYPE: TRADE FAIR.
IN VIEW OF PROJECTED MARKET CONDITIONS, THIS THEME LISTED
AS TENTATIVE ONLY, PENDING FURTHER INVESTIGATION
OF MARKET AND REVIEW OF RESULTS OF LAST HEVAC.

L9. JUNE (UNDATED): TRANSDUCERS/TEMPCON - TRANSDUCERS/
TEMPERATURE MEASUREMENT/CONTROL/PCI, LONDON, WEMBLEY.
TYPE: TRADE FAIR. NOTE: ORGANIZER TRIDENT PLANS TO
CONTINUE TRANSDUCERS ANNUALLY IN JUNE SLOT, RUNNING
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BACK-TO-BACK WITH TESTMEX (ELECTRONICS TEST/
MEASUREMENT) IN WJUO BUT WITH TEMPCON IN L980. TESTMEX
TO RUN SEPARATELY AS SINGLE-THEME SHOW FOR OCTOBER '80.
20. JULY: BSP'S.

2L. AUGUST: BSP'S.

22. SEPTEMBER: INT'L. AIR SHOW, FARNBOROUGH. TYPE:
TRADE FAIR.

23. UNDATED: MEDICAL EQPT./ELECTRONICS. TYPE: IMC. TO

BE LISTED AS ALTERNATE THEME FOR CONTINGENCY PURPOSES.

24. ABOVE PROPOSED SCHEDULE BROADLY IN LINE WITH THAT PRESENTED BY OIM, WITH THREE EXCEPTIONS: A) TELECOMMUNICATIONS; B) INT'L. FURNITURE SHOW; C) IEA; D) INT'L. PRINTING MACHINERY. POST RECOMMENDS AGAINST RETAINING THESE THEMES - AT LEAST, FOR FORESEEABLE FUTURE - IN LIGHT OF KNOWN NEGATIVE FACTORS, INCLUDING RECENT EXPERIENCE:

A) INCREASING DIFFICULTY IN L977 COMPARED WITH L975 IN PROCUREMENT, (ONLY 22 VERSUS 45 PARTICIPANTS) PLUS REDUCED OFF-FLOOR AND PROJECTED SALES.

B) A PREREQUISITE FOR THIS THEME IS SPACE.

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EXHIBITORS THEREFORE REQUIRE FULL ROOM SETTINGS FOR SUCCESSFUL DISPLAY OF THEIR MERCHANDISE. FOR EXAMPLE, IN THE LTC '76 SHOW, ONE MAJOR LOCAL REP REFUSED TO PARTICIPATE UNLESS ASSURED OF 850 SQ. FT. MINIMUM. DESIGN/LAYOUT ALSO EXPENSIVE TO PRODUCE, THUS OVERALL COSTS VERY HIGH. ADDITIONALLY, BECAUSE ONLY A HANDFUL OF AGENTS CONSTITUTE THE ENTIRE LOCAL PROSPECTIVE EXHIBITOR UNIVERSE, VIRTUALLY NO IMC-GENERATED PARTICIPATION CAN BE EXPECTED. IN ALL OTHER RESPECTS, HOWEVER, THEME STILL CONSIDERED VIABLE, CAPABLE OF FURTHER EXTENDING ITS PRESENT CONTRIBUTION TO THE EXPORT EXPANSION PROGRAM.

C) CONTINUING MASS DESERTION BY FORMER EXHIBITORS, DUE TO UNPRODUCTIVE EFFORTS BY ITF TO BROADEN SCOPE OF SHOW, NOW OF VERY GENERAL NATURE, FIRST DILUTED BY

ASSIMILATION OF ELECTREX (ELECTRICAL POWER GENERATION, TRANSMISSION/DISTRIBUTION/SWITCHGEAR ETC.) AND FURTHER BOLSTERED BY ADDITION OF COMMERCIAL/INDUSTRIAL LIGHTING EQUIPMENT. PREVIOUS PARTICIPANTS INDICATE PREFERENCE FOR SMALLER, SPECIALIST EVENTS SUCH AS TRANSDUCERS, WHICH HAVE SUCCESSFULLY 'CREAMED OFF' EARLIER SUPPORTERS. IT SHOULD ALSO BE NOTED THAT BASIC THEME ORIGINALLY RELATES TO (I)NSTRUMENTS, (E)LECTRONICS AND (A)UTOMATION, NOT TO ELECTRONIC COMPONENTS, AS PER REFTEL.
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D) GROSS PROCUREMENT PROBLEMS IN BOTH LTC PRINTING EQUIPMENT SHOWS ('75 AND '77): ONLY FAIR ATTENDANCE AND EVEN LOWER SALES FIGURES FOR THE '77 EVENT. SIGNIFICANTLY, ATTEMPTS BY MANALEMENT WA ESPECIALLY OF NATIONAL AND PROVINCIAL PRESS - TO INSTALL AND OPERATE NEW COMPUTERIZED PLANT ARE STILL FAILING, OWING TO IMPLACABLE OPPOSITION BY TWO OF THE UK'S STRONGEST AND CLOSE-KNIT UNIONS.

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